

Print Date: 3/2/20
Spokane Community College
Course Learning Outcomes and Outline

Course Title: Public Relations and Social Media

Prefix and Course Number: CMST 280

Course Learning Outcomes:

By the end of this course, a student should be able to:

- Develop strategic, objective-oriented communication tailored to purpose, public, channel, and message.
- Identify effective image management strategies from the perspective of both individuals and organizations.
- Practice social media literacy skills to determine legitimacy, credibility, and communicate effectively.
- Utilize basic public relations principles to design and implement a public relations campaign, event, or promotion.

Course Outline:

A. Public Relations

1. The Role of Public Relations
 - a. Public relations in modern society
 - b. Public relations' role and related activities
 - c. The job of the public relations professional
 - d. Opportunities and challenges in public relations
2. Strategic Communication for Individuals and Organizations
 - a. Public relations principles in organizations
 - b. Personal public relations and image management
 - c. Publics and public opinion
 - i. Identifying publics
 - ii. Measurement and evaluation
 - iii. Persuasion and public opinion
 - d. Communication strategy, channels, and media

B. Social Media

1. Communicating Through Social Media

- a. Social media as a communication channel
- b. The role of social media in image management
 - i. Gender representation
 - ii. Diversity
 - iii. Messages
- c. Public engagement through social media
- d. Crisis communications

2. Social Media Literacy

- a. Paid versus public
- b. Credibility, legitimacy, and selective exposure
- c. Moderating, monitoring, and engaging followers on social media
- e. Social media policies, protections, and privacy

C. Implementing Effective Public Relations and Social Media Strategies

1. Public Relations Tactics and Techniques

- a. Community relations engagement
- b. Media relations techniques
- c. Public relations writing
- d. Responding to and correcting public perception
- e. Crisis communications
- f. Public relations campaigns, events, and promotions

2. Social Media Tactics and Techniques

- a. Image management
- b. Crafting messages for each social media type
- c. Developing engaging content
- d. Activities and response rate